



Below is a sample schedule that uses the included campaign messages and sample posts. Posts could be sent out daily or a few times a week, and can be used multiple times throughout the campaign

Early posts and messaging can be used to raise awareness of the annual World Diabetes Day on November 14th.

WEEK ONE:

Introductory letter is sent to communicators. 3 posts on 3 separate days with at least one featuring **diabetes awareness on the first week of November**.

WEEK TWO:

3 posts on 3 separate days. Posts on second week of November should feature **diabetes screening** and, if possible, include local diabetes education organizations.

WEEK THREE:

3 posts on 3 separate days. On November 14th, use Category 1 Message 5, or another of your choosing, to commemorate World Diabetes Day.

WEEK FOUR:

3 posts on 3 separate days. Messages should contain information that supports awareness, screening and healthy meals during the holidays.

WEEK FIVE:

3 posts on 3 separate days, one from each key message category. On November 30th utilize Category 1 Message 4, or your own, to thank community members for supporting the WDDWashington campaign.

